

FIG.1

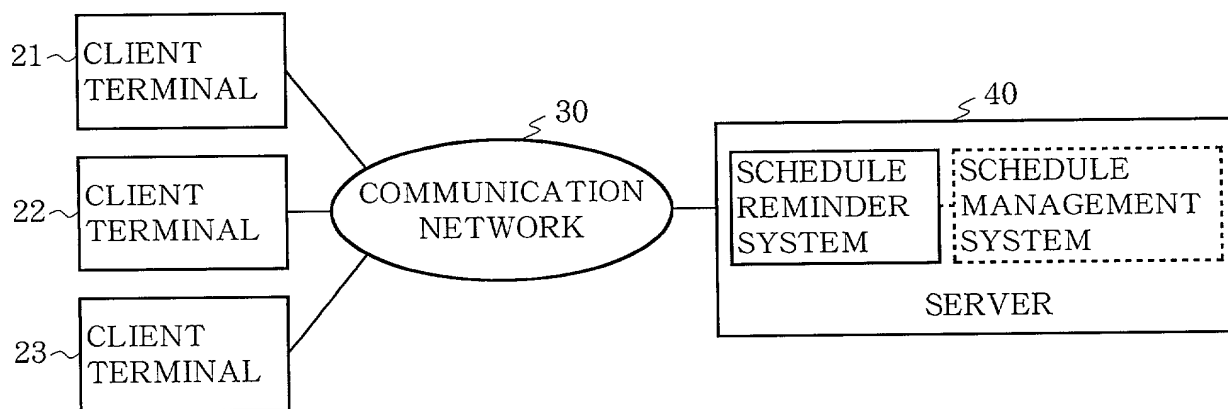


FIG.2

2/29

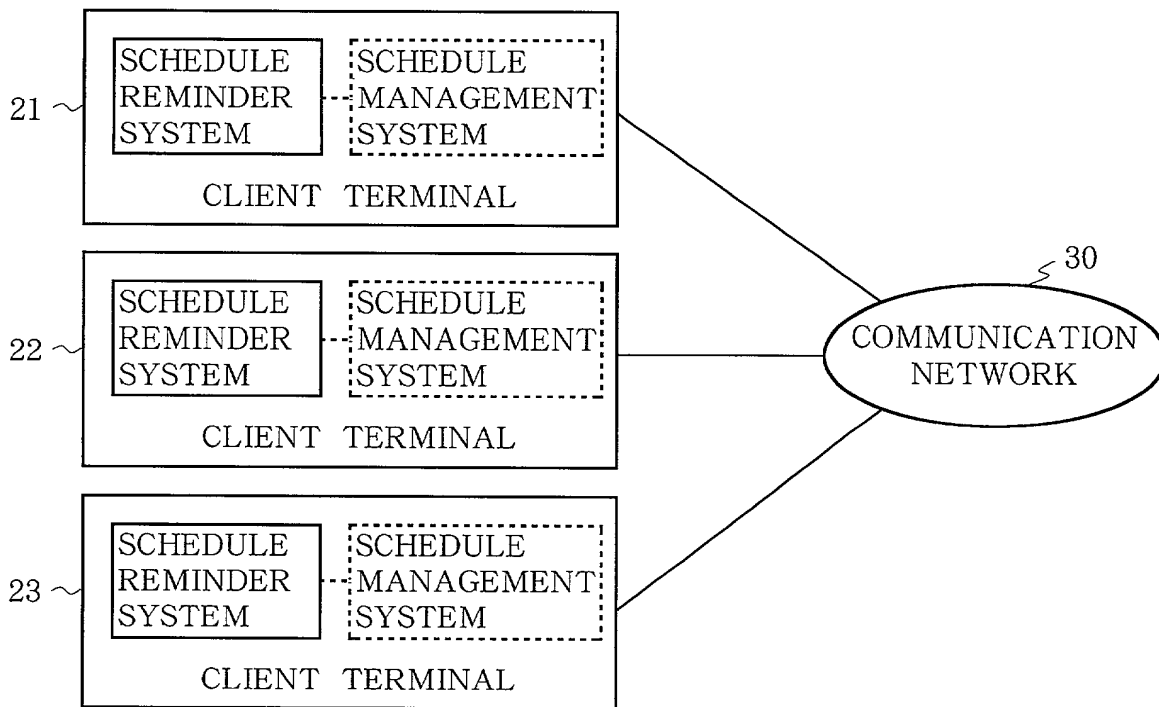


FIG.3

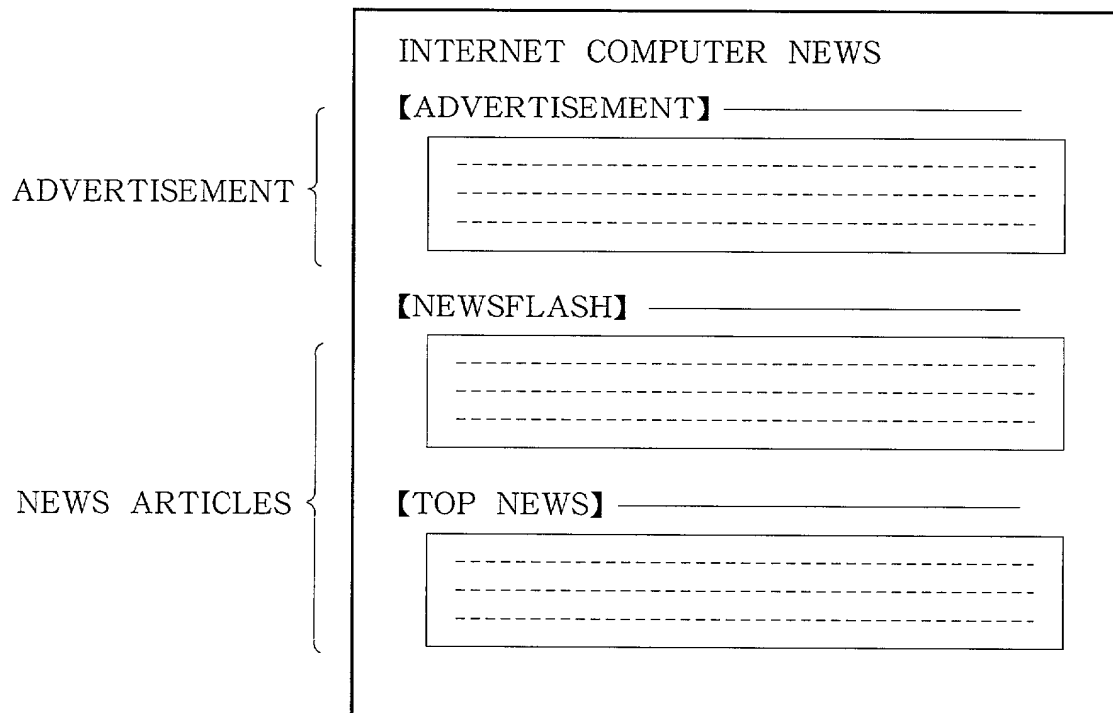


FIG.4

3/29

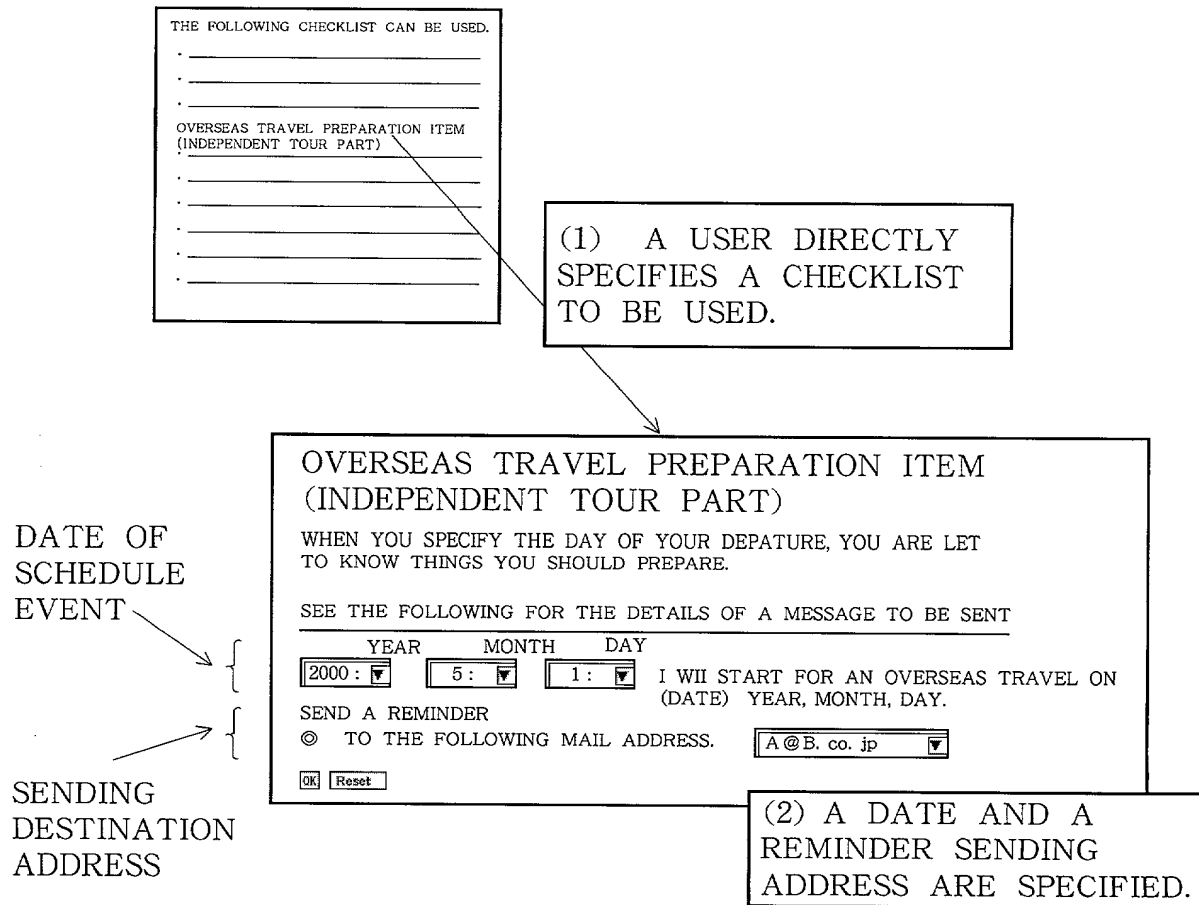


FIG.5

☐ EVENT START AND END

YEAR MONTH DAY HOUR (S) MINUTE (S)

START 2000: 05: 01: : :

YEAR MONTH DAY HOUR (S) MINUTE (S)

END 2000: 05: 07: : :

☐ CONTENTS OF EVENT

TRAVEL IN HAWAII

FIG.6

4/29

LINK TO WEB SITE OF TRAVEL AGENCY (ADVERTISEMENT)

★★RESERVATION OF AIR TICKET★★
HOW ABOUT YOUR RESERVATION OF
AN AIR TICKET NOW? YOU CAN
RESERVE THE AIR TICKET ON THE WEB
SITE OF _____ TRAVEL AGENCY.

MESSAGE THAT WILL BE SENT 45 DAYS BEFORE
(MARCH 17 WHEN YOU START ON MAY 1)

★★VACCINATION★★
WHEN YOU TRAVEL ABROAD, THERE ARE
COUNTRIES WHERE YOU NEED TO BE
GIVEN VACCINATION. IN PARTICULAR,
THOSE WHO GO TO AFRICA AND ASIA
NEED TO TAKE NOTICE.

MESSAGE THAT WILL BE SENT 40 DAYS BEFORE
(MARCH 22 WHEN YOU START ON MAY 1)

★★ PASSPORT ★★
HAVE YOU GOT YOUR PASSPORT?
YOU SHOULD ALLOW TWO WEEKS
TO RECEIVE YOUR PASSPORT
AFTER APPLICATION.

MESSAGE THAT WILL BE SENT 30 DAYS BEFORE
(APRIL 1 WHEN YOU START ON MAY 1)

FIG.7

5/29

CHECKLIST
ID = 1

T11, M11
T12, M12
T13, M13
...

CHECKLIST
ID = 2

T21, M21
T22, M22
T23, M23
...

CHECKLIST
ID = 3 ...

T31, M31
T32, M32
T33, M33
...

FIG.8

SENDING TIME	REMIND MESSAGE	SENDING ADDRESS
TA1	M11	A11
TA1	M12	A12
...
TA2	M21	A21
TA2	M22	A22
...

FIG.9

6/29

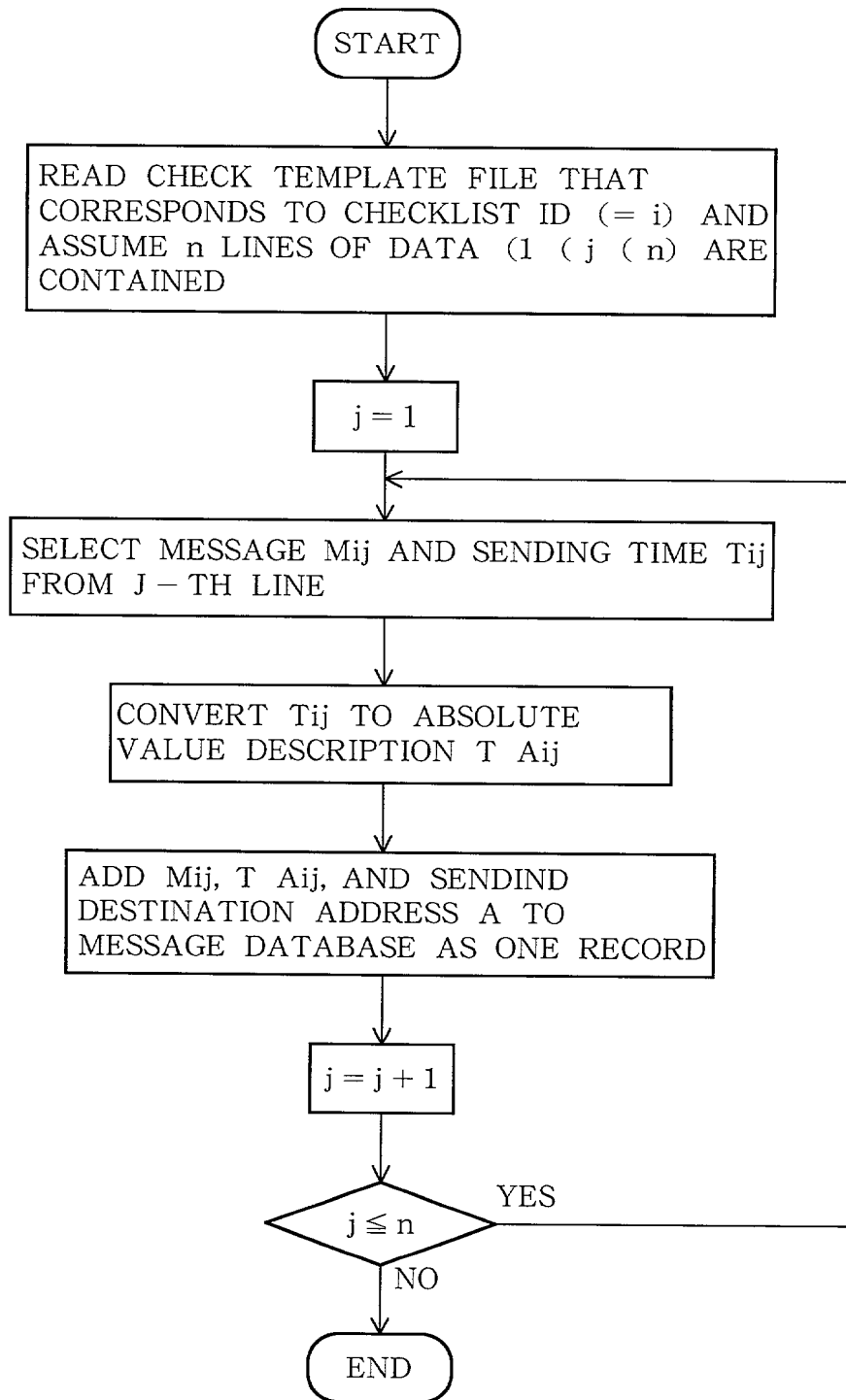


FIG.10

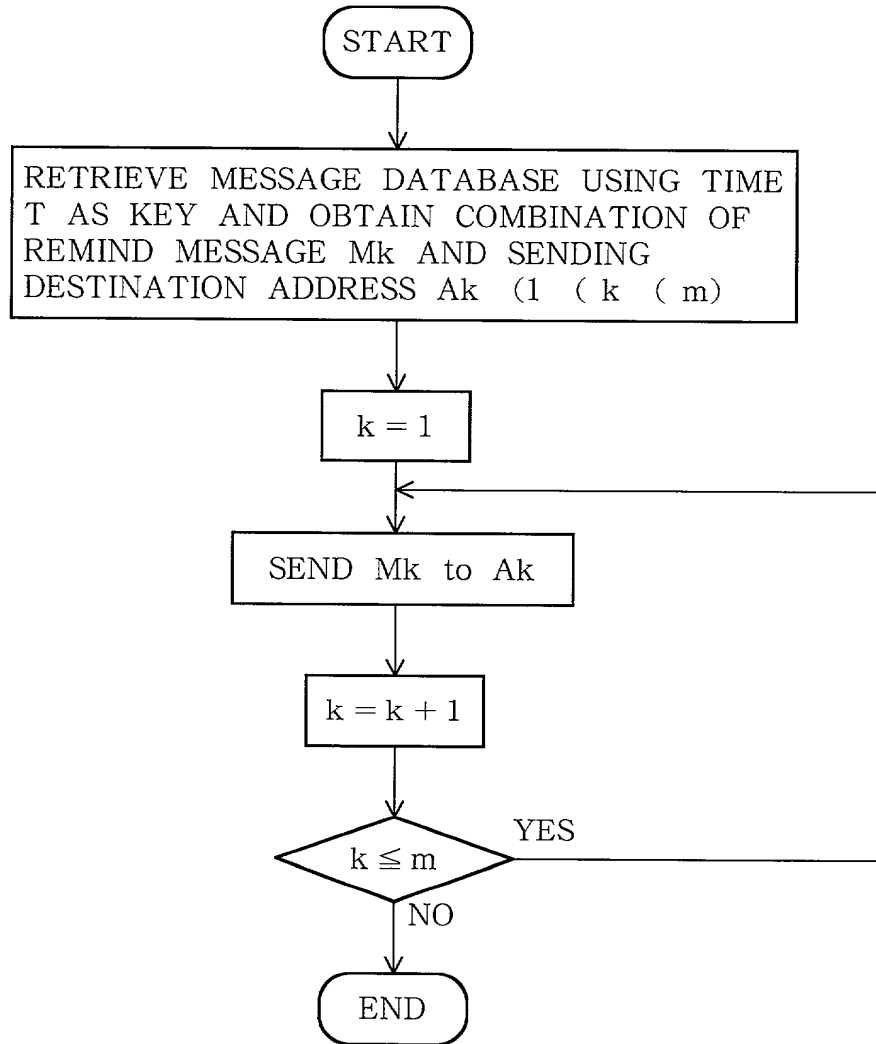


FIG.11

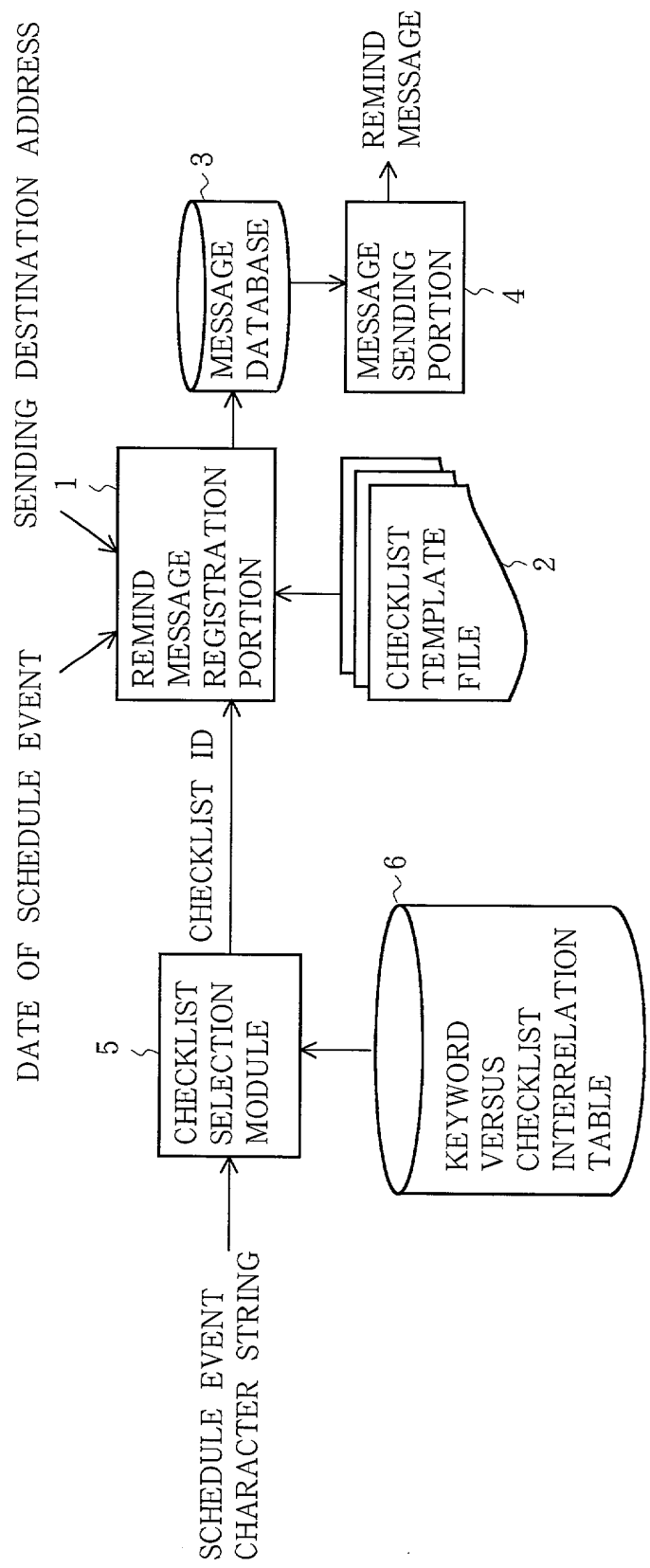


FIG.12

KEYWORD	CHECKLIST ID
k11, k12, ...	C1
k21, k22, ...	C2
k31, k32, ...	C3
...	...

FIG.13

10/29

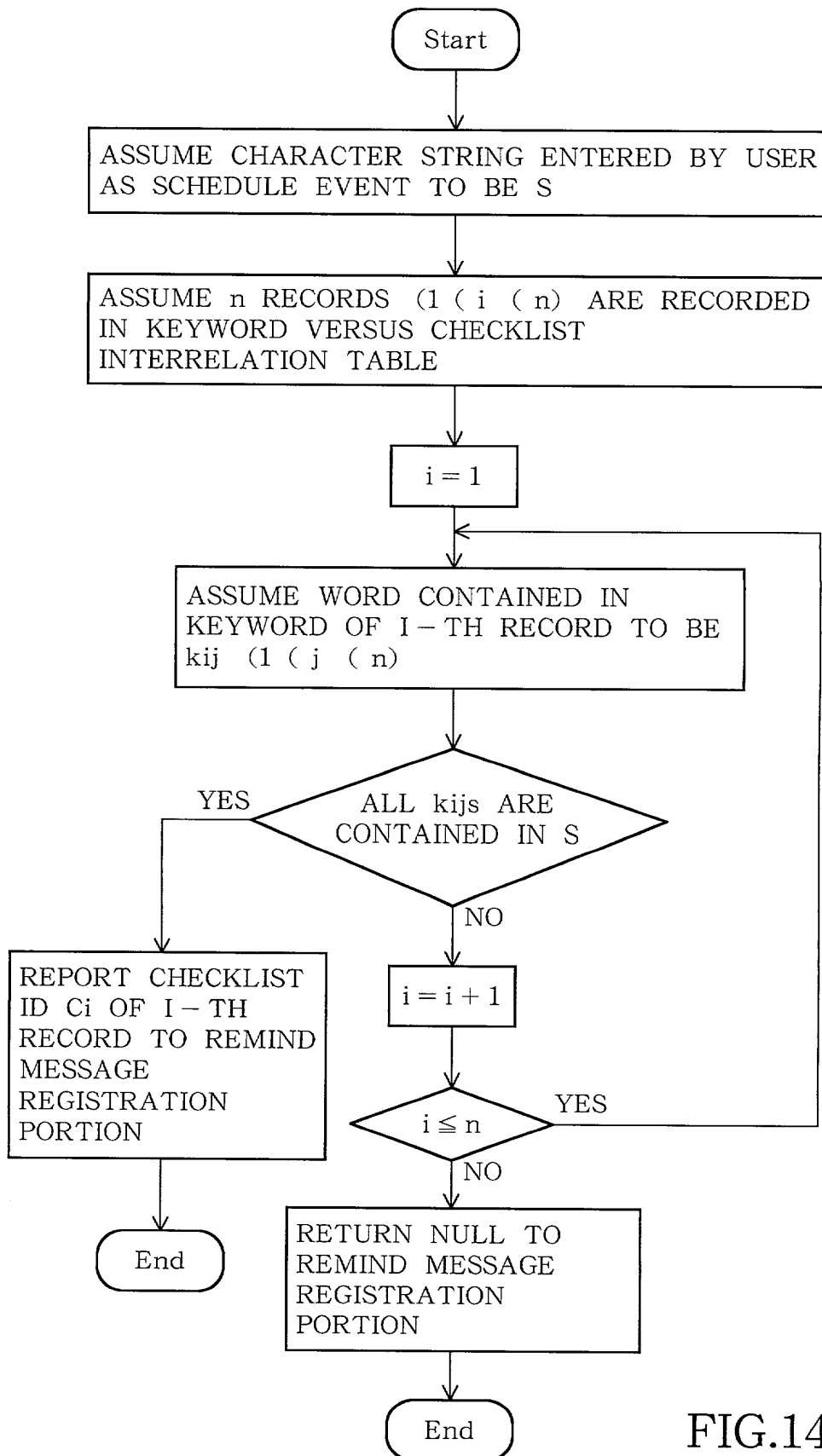


FIG.14

11/29

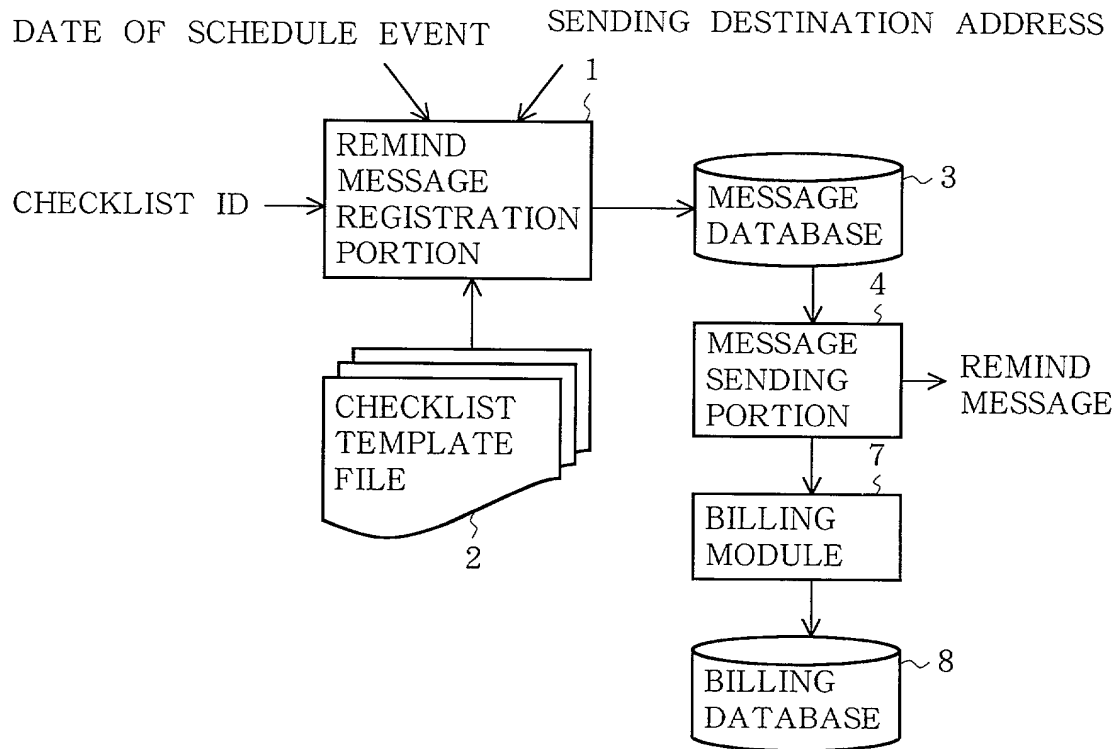


FIG.15

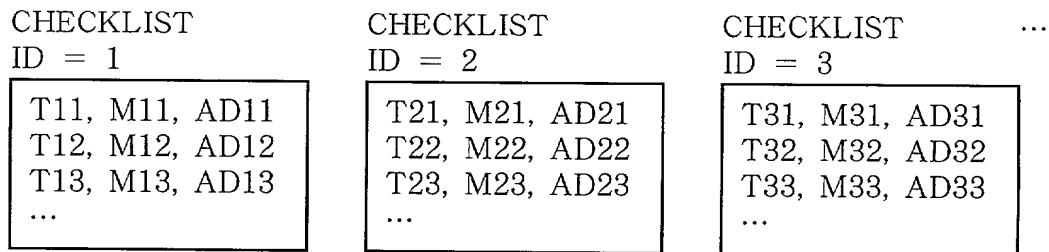


FIG.16

SENDING TIME	REMIND MESSAGE	SENDING ADDRESS	ADVERTISEMENT ID
TA1	M11	A11	AD11
TA1	M12	A12	AD12
...
TA2	M21	A21	AD21
TA2	M22	A22	AD22
...

FIG.17

ADVERTISEMENT ID	SENDING FREQUENCY OF ADVERTISING
AD1	N1
AD2	N2
...	...

FIG.18

13/29

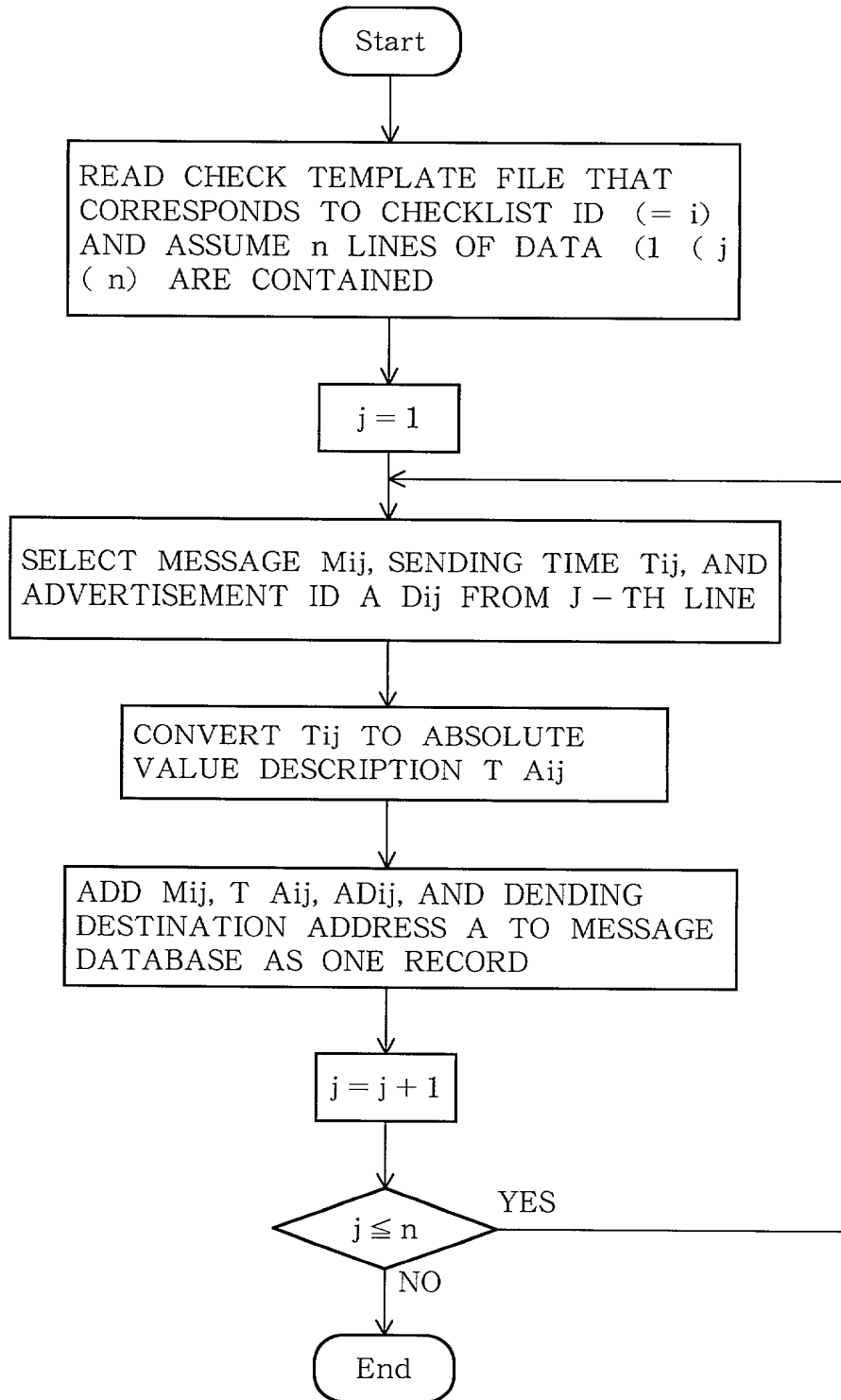


FIG.19

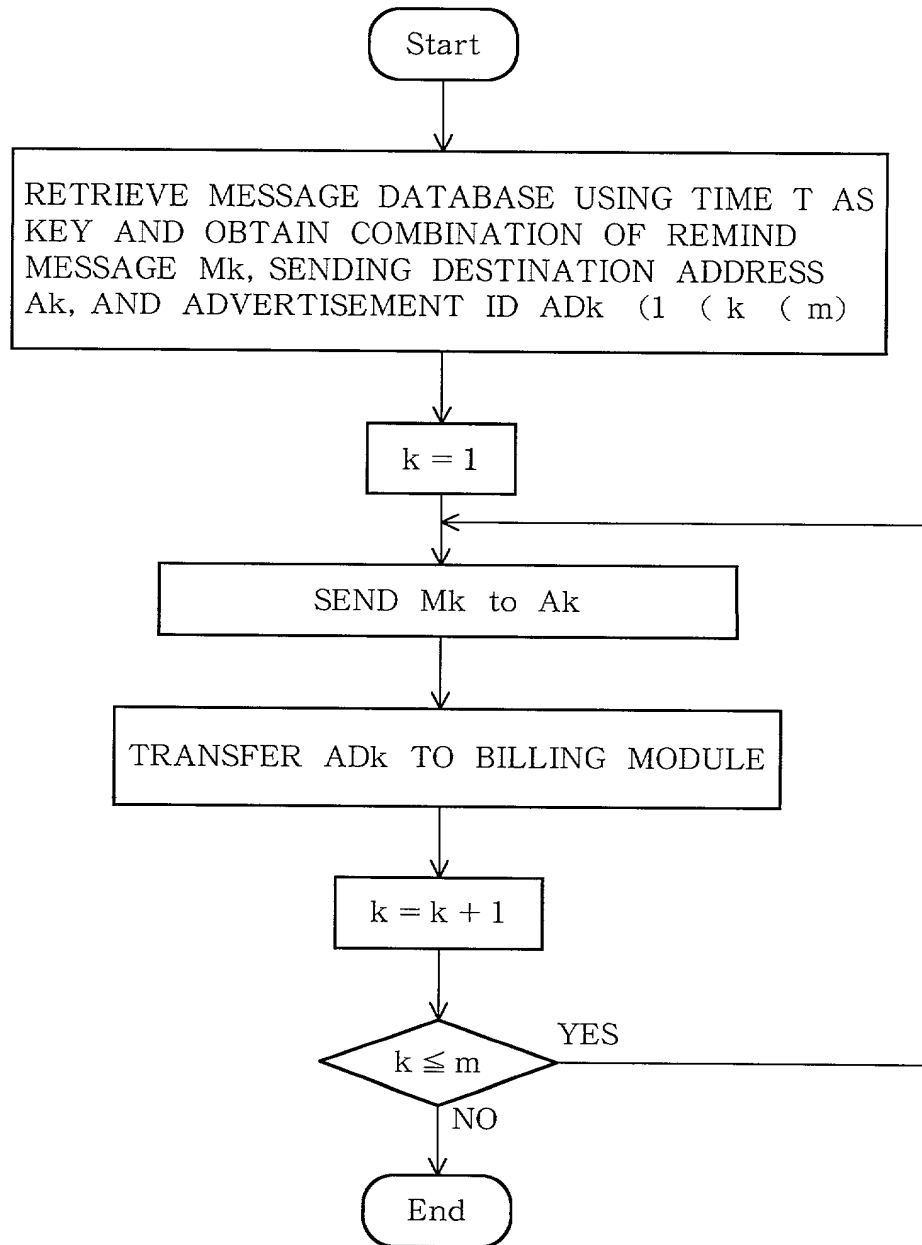


FIG.20

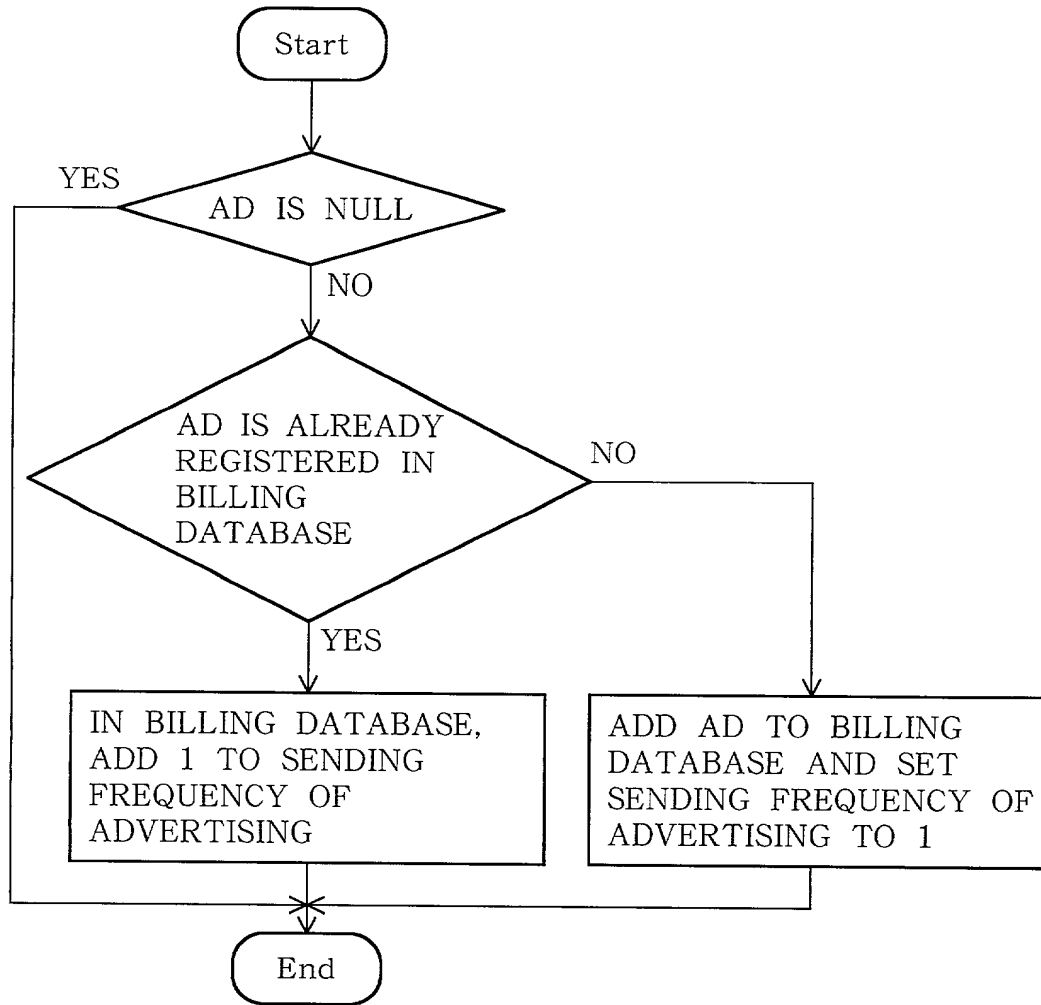


FIG.21

16/29

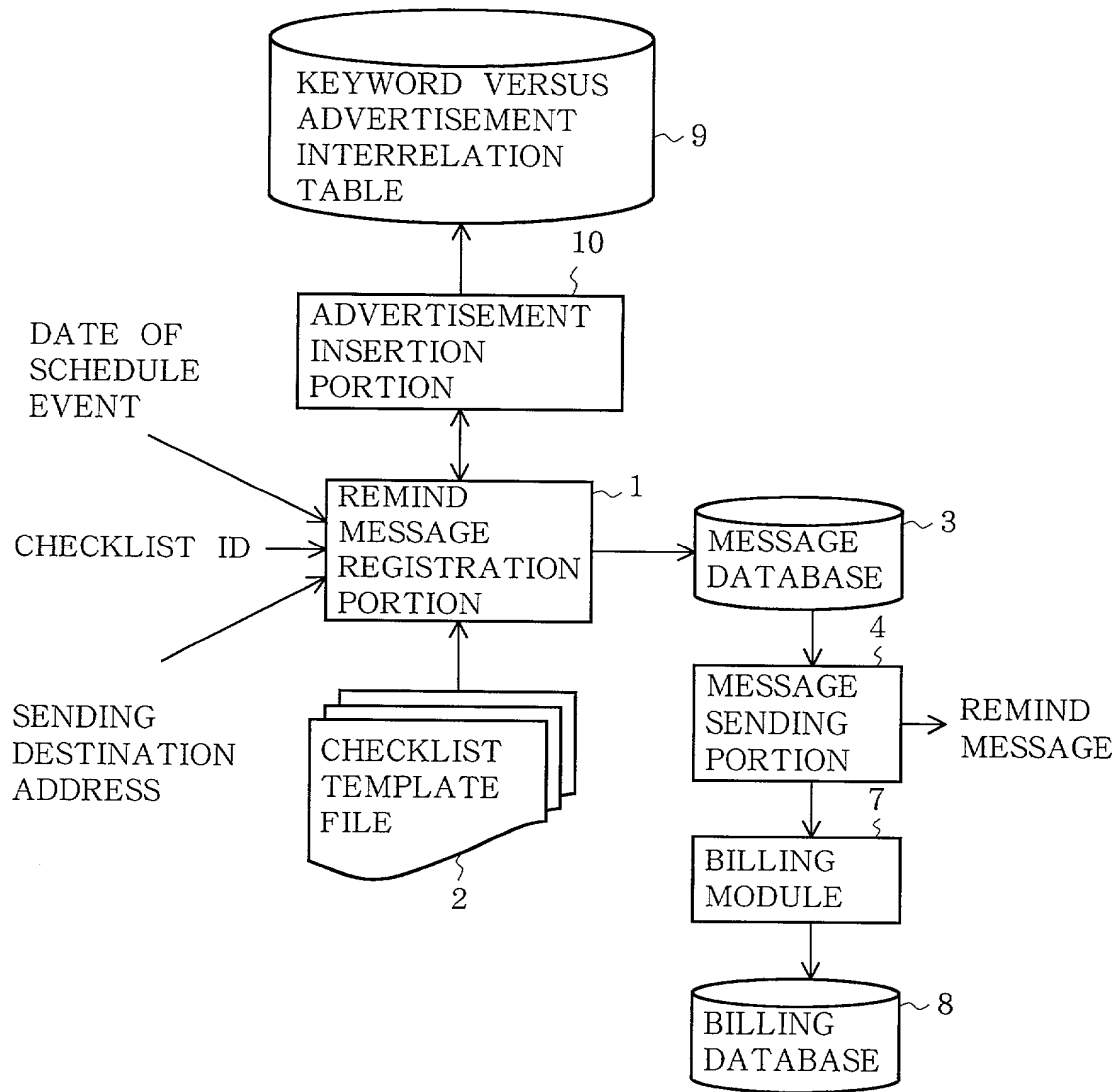


FIG.22

KEYWORD	ADVERTISEMENT ID	ADVERTISEMENT CHARACTER STRING
k11, k12, ...	AD1	ADS1
k21, k22, ...	AD2	ADS2
k31, k32, ...	AD3	ADS3
...

FIG.23

17/29

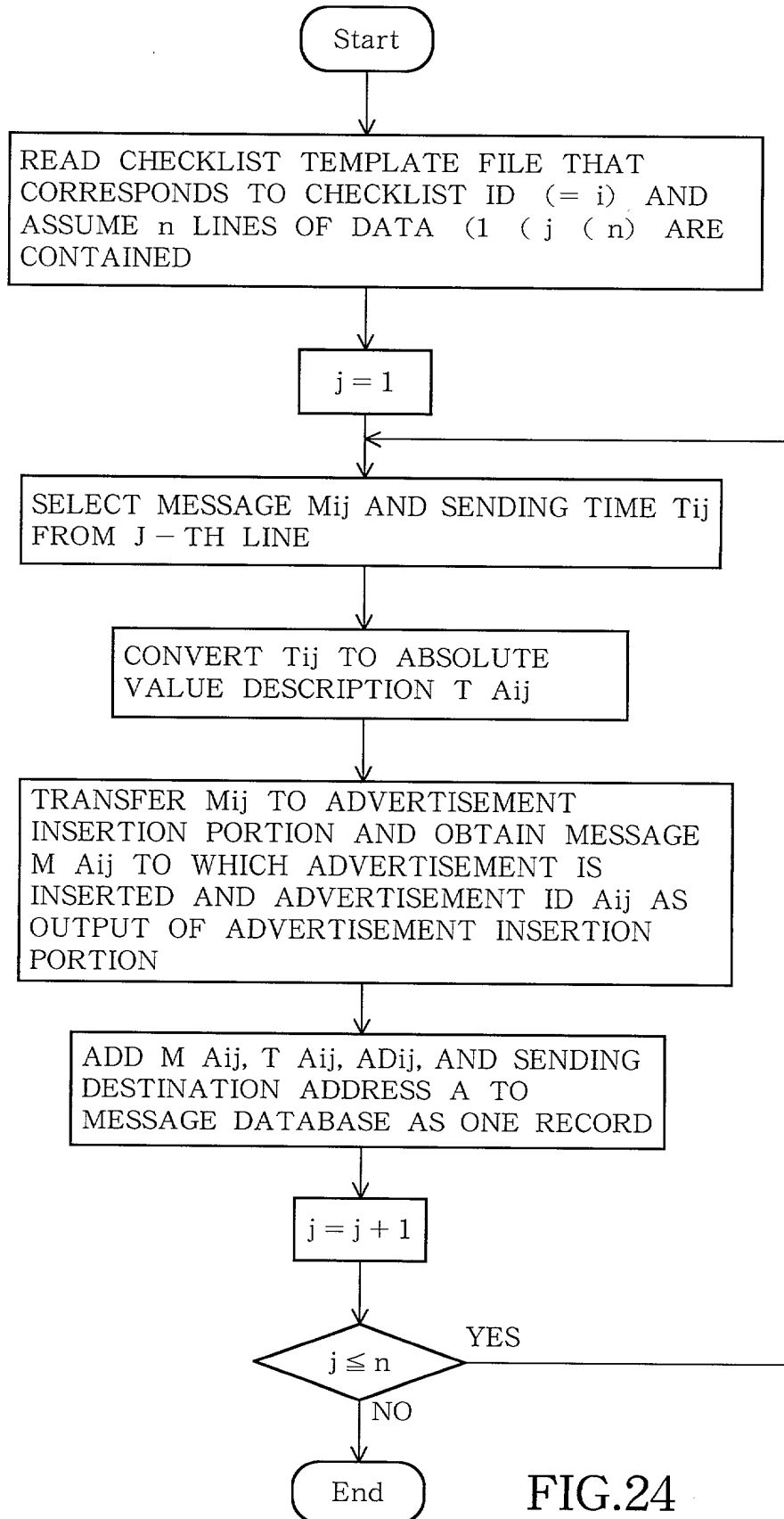


FIG.24

18/29

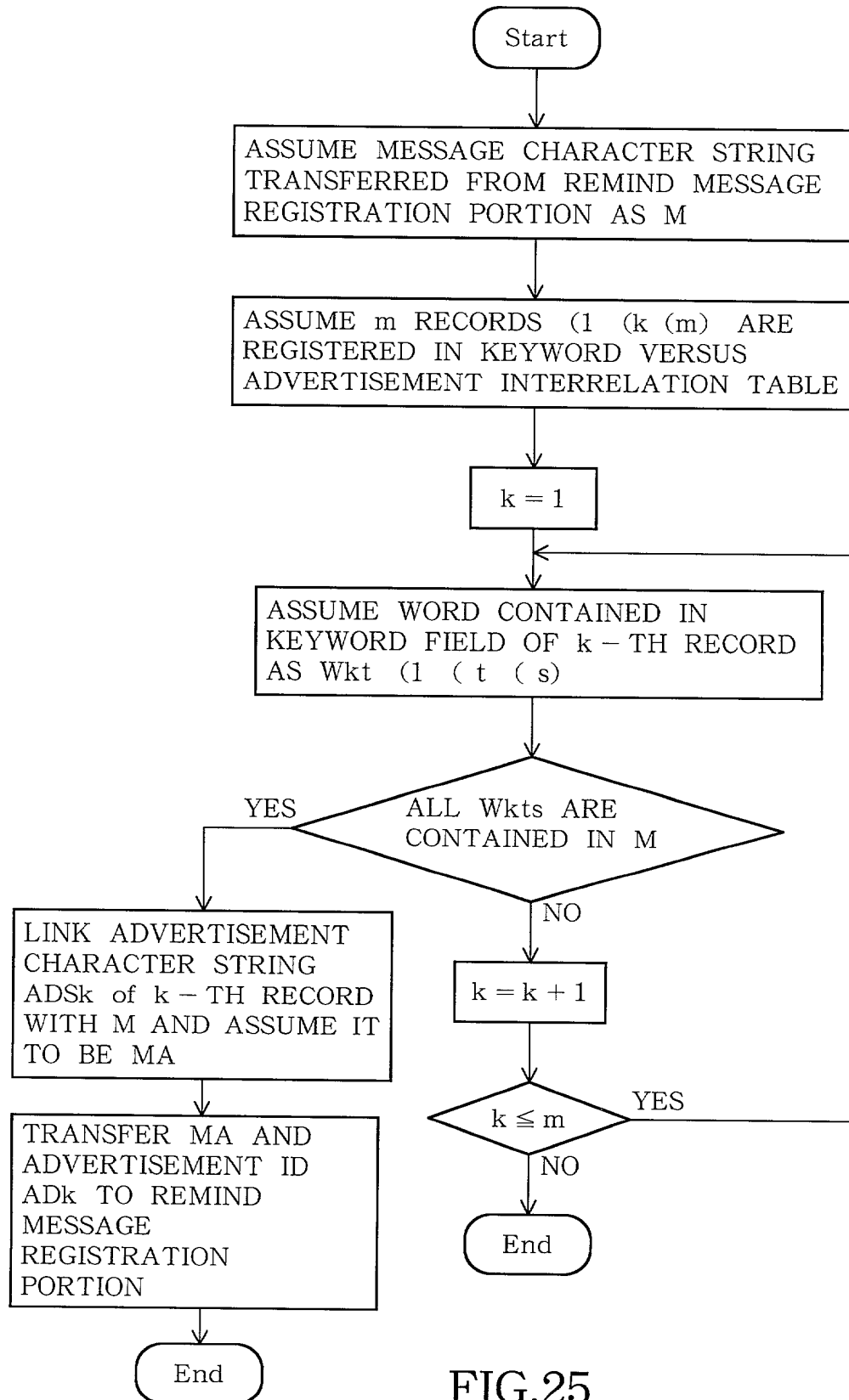


FIG.25

19/29

CHECKLIST ID = 5

45 DAYS BEFORE TE, ★★ RESERVATION OF AIR TICKET ★★
HOW ABOUT YOUR RESERVATION OF AN AIR TICKET NOW?

40 DAYS BEFORE TE, ★★ VACCINATION ★★ WHEN YOU GO
ABROAD, THERE ARE COUNTRIES WHERE VACCINATION IS
REQUIRED. ...

30 DAYS BEFORE TE, ★★ PASSPORT ★★ HAVE YOU GOT
YOUR PASSPORT?
APPLICATION ...

...

FIG.26

SENDING TIME	SENDING MESSAGE	SENDING ADDRESS
ZERO HOURS ON MARCH 17, 2000	★★RESERVATION OF AIR TICKET ★★ HOW ABOUT YOUR RESERVATION OF AN AIR TICKET NOW?	A @ B.co.jp
ZERO HOURS ON MARCH 22, 2000	★★ VACCINATION ★★ WHEN YOU GO ABROAD, THERE ARE COUNTRIES WHERE VACCINATION IS REQUIRED. ...	A @ B.co.jp
ZERO HOURS ON APRIL 1, 2000	★★ PASSPORT ★★ HAVE YOU GOT YOUR PASSPORT? APPLICATION ...	A @ B.co.jp
...

FIG.27

20/29

KEYWORD	CHECKLIST ID
JAMAICA, TRAVEL	5 (CHECKLIST FOR OVERSEAS TRAVEL)
HAWAII, TRAVEL	5 (CHECKLIST FOR OVERSEAS TRAVEL)
MARRIAGE	6 (CHECKLIST FOR WEDDING CEREMONY)
...	...

FIG.28

CHECKLIST ID = 5

45 DAYS BEFORE TE, ★★ RESERVATION OF AIR TICKET ★★ HOW
ABOUT YOUR RESERVATION OF AN AIR TICKET NOW? , 8

40 DAYS BEFORE TE, ★★ VACCINATION ★★ WHEN YOU GO
ABROAD, THERE ARE COUNTRIES WHERE VACCINATION IS
REQUIRED. ... , NULL

30 DAYS BEFORE TE, ★★ PASSPORT ★★ HAVE YOU GOT YOUR
PASSPORT?
APPLICATION ... , NULL

...

FIG.29

SENDING TIME	SENDING MESSAGE	SENDING ADDRESS	ADVERTISEMENT ID
ZERO HOURS ON MARCH 17, 2000	** RESERVATION OF AIR TICKET ** HOW ABOUT YOUR RESERVATION OF AN AIR TICKET NOW?	A @ B.co.jp	8
ZERO HOURS ON MARCH 22, 2000	** VACCINATION ** WHEN YOU GO ABROAD, THERE ARE COUNTRIES WHERE VACCINATION IS REQUIRED. ...	A @ B.co.jp	NULL
ZERO HOURS ON APRIL 1, 2000	** PASSPORT ** HAVE YOU GOT YOUR PASSPORT? APPLICATION ...	A @ B.co.jp	NULL
...

FIG.30

ADVERTISEMENT ID	SENDING FREQUENCY OF ADVERTISING
8	4
9	17
...	...

FIG.31

22/29

ADVERTISEMENT ID	SENDING FREQUENCY OF ADVERTISING
8	5
9	17
...	...

FIG.32

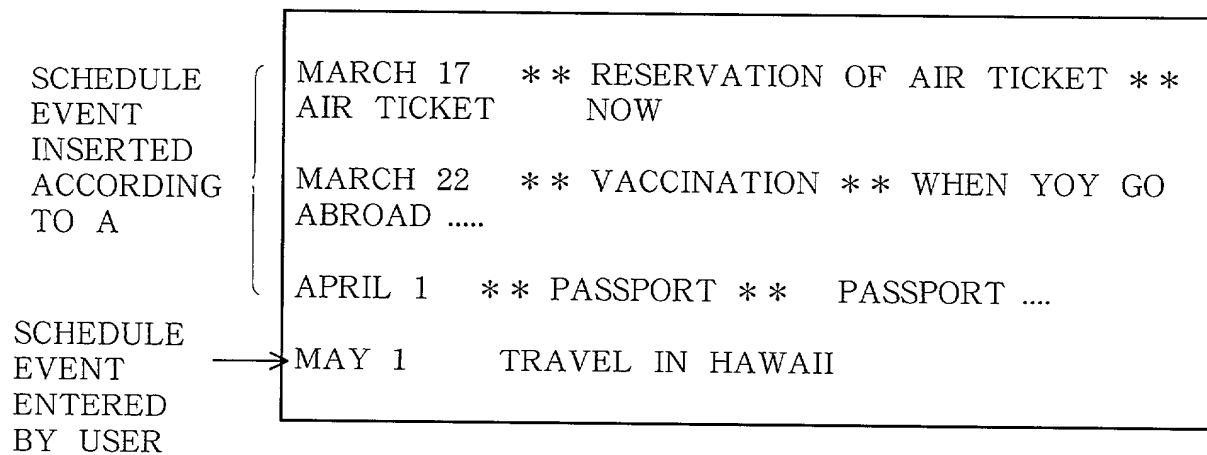


FIG.33

DATE OF SCHEDULE EVENT

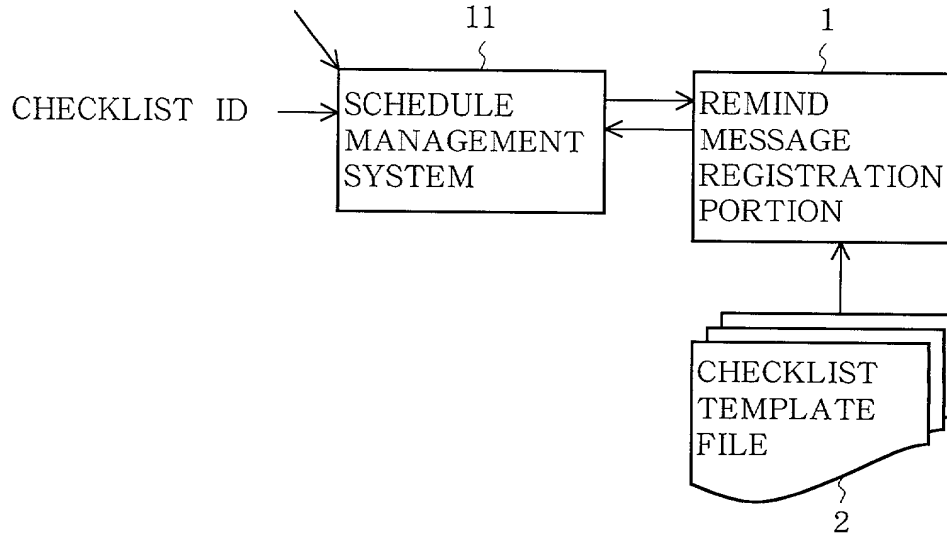


FIG.34

24/29

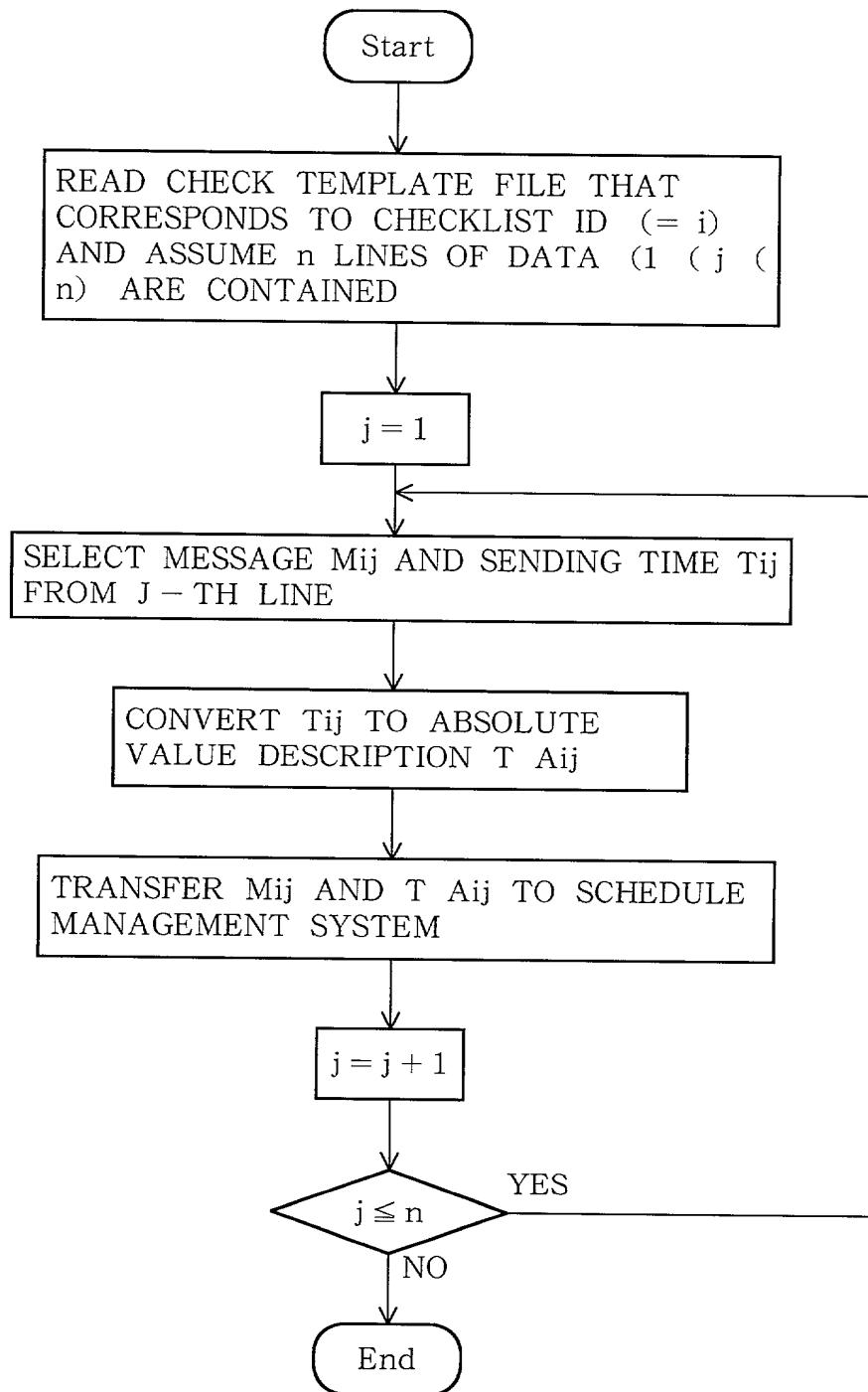
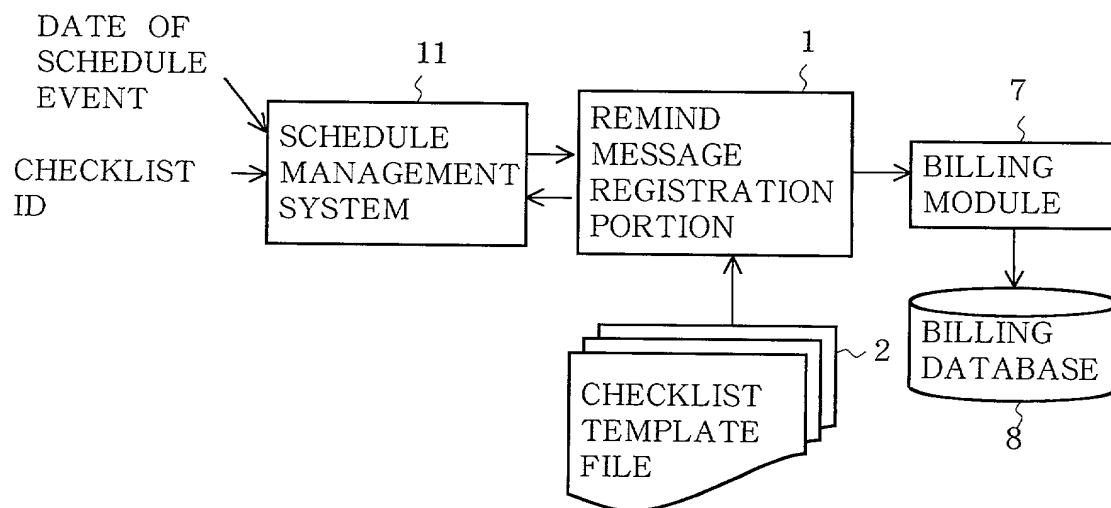
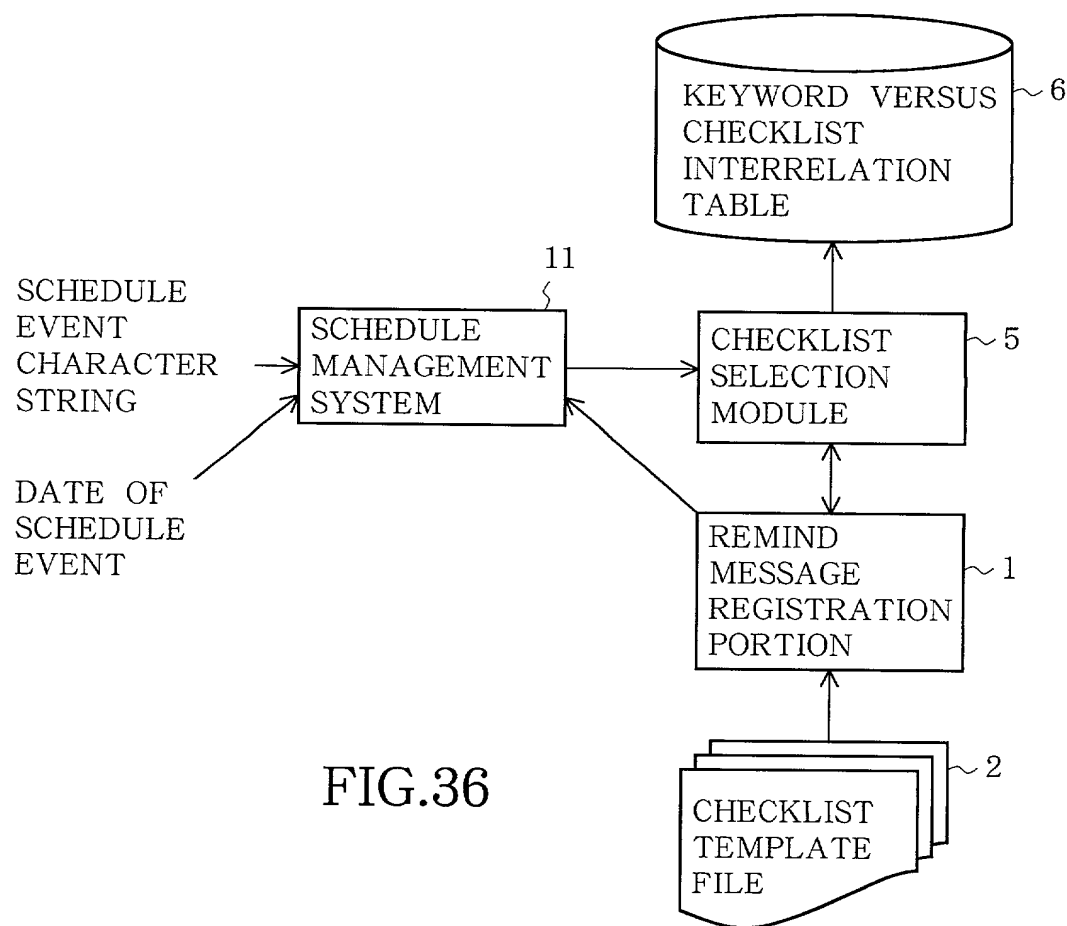


FIG.35

25/29



26/29

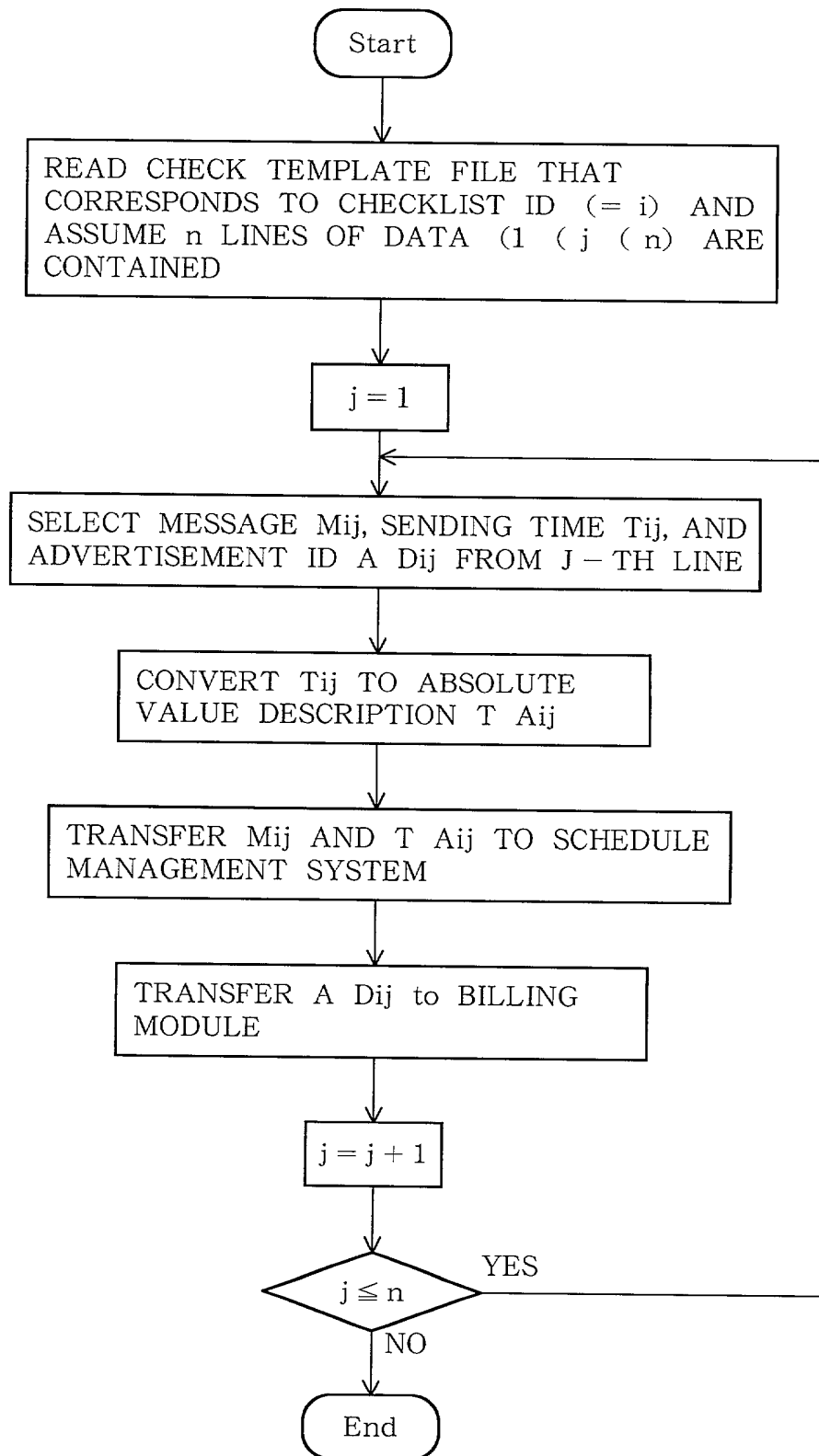


FIG.38

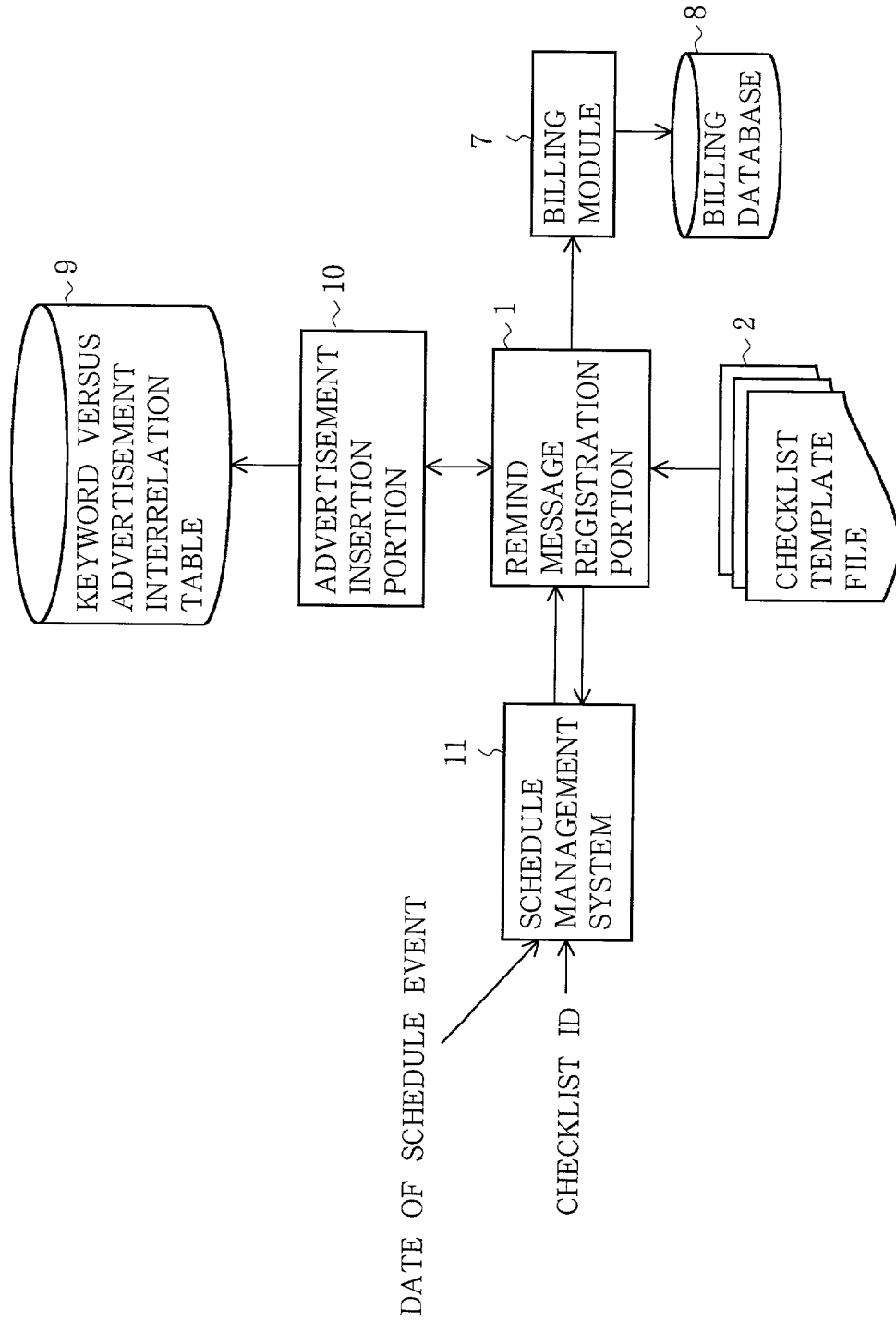


FIG.39

28/29

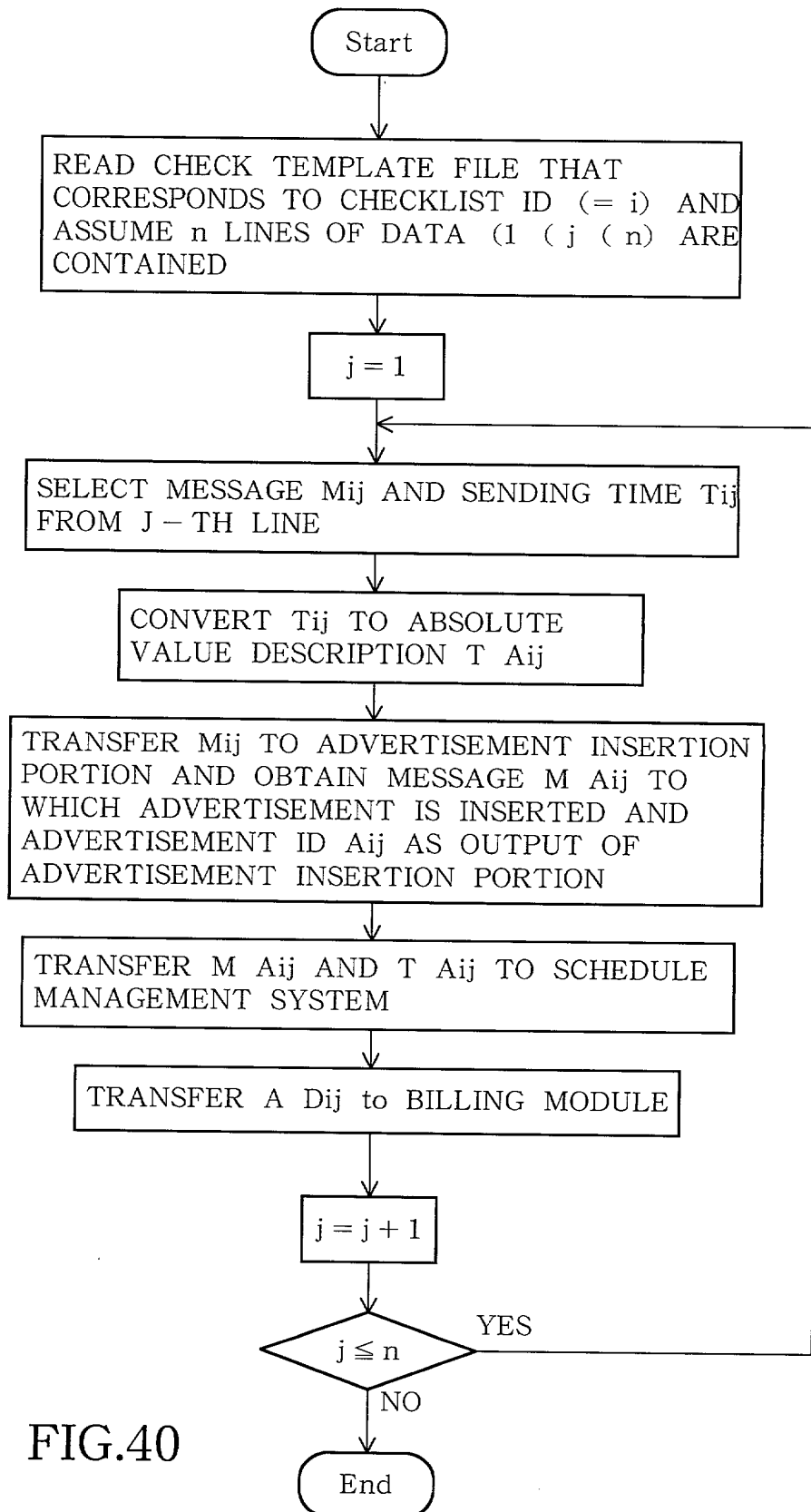


FIG.40

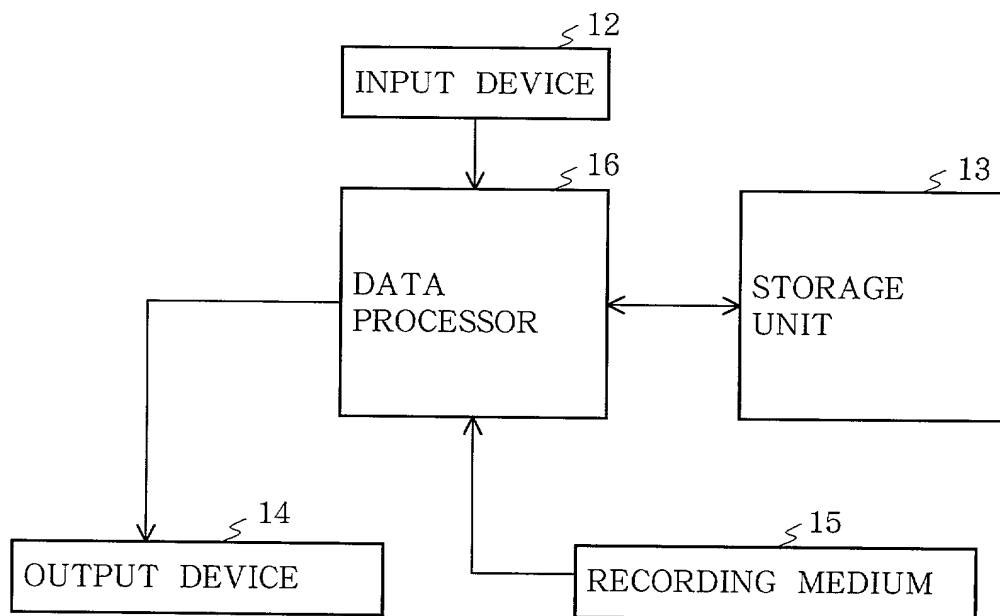


FIG.41